

St. Jacobs Business Improvement Area Board of Management Meeting Meeting Minutes

Tuesday, May 3, 2022

8:30 a.m.

On-Line – Google Meet

Present: Edward Denyer, Bob Wilbur, Brittany Burgess, Graham Spence, Nick Benninger, Craig Miller, Michael Palmer, Dan Vandermolen, Erin Schmidt - BIA Coordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Ross White - Model Railway, Raymond Skarratt - St. Jacobs resident

Absent: Phil Hipkiss, Fred Redekop - Township of Woolwich

1. Call Meeting to Order (8:35 am) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Edward Denyer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

April 5, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of April 5, 2022,
as circulated

....Carried

4. New Business

Land Acknowledgement

Bob read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting.

Budget Update

Erin sent Committee Heads detailed budget updates mid April. A budget summary was sent out to board members with the May 3rd board meeting agenda. No questions or concerns were raised.

Events Update

A sub committee was formed for the Cycle Into Summer In St. Jacobs event June 18 and 19 with event planning well underway. On the 18th we will have a community bike rodeo and ride followed by a social with the BT 700 participants. A Sub committee was also formed for Sparkles 2022 to begin planning and booking vendors.

Beautification Update

Erin spoke on Phil's behalf. The update from St. Jacobs Country Gardens is that the flower program is going well with a few new businesses joining this year.

Marketing

Marketing committee is working on new banner designs. The banners will be more robust with a mesh design that allows wind to go through them. Mike is also working on posters for the Cycle Into Summer event in June and postcards to advertise Sparkles (business to hand out). Leslie is working on an Ad Buy program to boost us on social media. We discussed the upcoming 170th anniversary in St. Jacobs. Mike provided artwork for an advertisement for the village that Adrienne from Three Sisters Centre arranged in Attractions Ontario.

Action required:

Erin/Mike to look at adding a 170th Banner to our website and potential partnership with township on 170th celebration.

Member Event Grants

With the rollout of the new Member Special Event Grant program, the board discussed current applications and improvements for future years. One application from Taste the 4th Sense has been approved for their Hot Sauce Festival. One application was declined as it would not attract enough visitors to the village. Three new applications have been submitted from Kultrun Market / Neruda Art Studio and a joint application with Neruda and Those Pizza Guys. All three applications are for live music events with amounts requested above the advertised grant limit per business. The board discussed pros and cons of approving the grant applications and the amounts requested. For future years, the board will consider having multiple times per year when grant applications are due and will look at possibility for different levels of funding for events that were successful the previous year.

Action required:

Member Event Grant committee to take input from the board discussion in order to decide on applications and communicate a decision to the applicant.

Action required:

Erin to communicate successful grant events to BIA members in weekly emails.

Community / Membership Engagement

Dan gave a proposal on a few initiatives for member and community engagement. The first is to divide up the membership amongst board member volunteers so that we can visit each business in-person. A list of questions will be prepared so that we can standardize the data collection; however, the main purpose is to have a face-to-face touch point with each member and listen to their input. The second initiative is to have an Open House Series where a business can sign-up to host a 1 hour open house for other businesses and community members to visit and learn about their business. This is not intended to have food, drink, etc. The third initiative is a newsletter that Erin will put together to distribute to the community with information on the BIA initiatives. There were no objections to these proposals and Dan/Erin will go ahead with implementation.

RT04 Grant Applications

Both the BIA and Township will be submitting applications for the Tourism Recovery Grants from RT04. Ed summarized information from a BIA meeting where the direction for both these grants was discussed. We will not pursue temporary public washrooms at this time as more options are opening up in the village. Jenna provided a summary that the Township will move ahead with a grant for an Economic Development and Tourism strategic plan. This document will provide the direction the township needs when deciding on permanent public washrooms for St. Jacobs, wayfinding signage and other tourism priorities. The BIA's grant will be for a trailhead welcome structure at the trailhead to the Health Valley Trail in the village. It will include covered bike storage, bike repair station, bike washing station. This infrastructure will allow for future partnerships for bike rental programs, etc. and provide a visual welcome to the village for those coming in as hikers and cyclists on the trail.

Noise By-Law Next Steps

The proposed update to the noise by-law was discussed at the last Township council meeting. Actions from the meeting include the Township meeting with St. Jacobs residents to discuss the proposed by-law. Erin suggested that the BIA request statements from businesses who received complaints in the past year or two under the current by-law for their input on the by-law changes. In addition, we will request information from the businesses on the use of exemptions. BIA representatives will be available at the meeting with this information to answer questions from residents.

5. Next Meeting

Tuesday June 7th, 2022, 8:30 am - Location – Online.